

### **ABSTRACT**

Informing a user of a large scale network dynamically of other network users includes determining dynamically an online context of the user. Other users presently within the online context of the user are identified and trait information is stored that is related essentially only to the user or to the other users in a users store associated with the online context. The user is informed dynamically of the other users based on the stored trait information, such as, for example, an age or other demographic identifier, or information indicative of an expertise, interest, preference, user type and/or other quality of the user or of the other individual.

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